1. INTRODUCTION:

All animals covered under an Institutional Animal Care and Use Committee (IACUC) approved protocol or standard operating procedure (SOP) will be protected from potential distress associated with non-routine visitation, photography, videography, or observations. Images will be maintained securely and shared only in a way that is respectful of the animals. Contents of photographs or videos should be taken with respect, reviewed with discretion, and not contain any identifying features (i.e., building, room number, farm location, etc.).

Animals located at the Animal Science Research and Education Center (ASREC), SIPAC, and Feldun are covered under a separate SOP written by the Department of Animal Sciences.

2. DEFINITIONS

2.1 Animal Use Area – animal housing facilities, farms, and PI laboratories where animals are housed, tested, or used and conveyances in which animals are transported between animal use areas.

2.2 Audio Recording – The capture of sounds onto any compatible medium, or posting to the internet, by any means or devices now in use or that may be invented in the future including but not limited to, electronic devices such as personal computers, mobile phones or personal digital devices.

2.3 Filming – The capture of moving images of Purdue University property (i.e., animals, facilities, or equipment) by any means on any media now in use or that may be available in the future, including but not limited to, film, videotape, digital disk, or any electronic transmission to another medium or the internet.

2.4 Photography – The capture of still images onto any compatible medium, or posting to the internet, by any means or devices now in use or that may be available in the future, including but not limited to, film cameras, digital cameras, electronic devices such as personal computers, mobile phones or personal digital devices.

2.5 Social Media Channels or Networks – Web-based and mobile platforms that allow the use of online social connections to broadcast communication. With social media, user-generated content is highly accessible online, and is also a powerful digital equivalent of “word-of-mouth.” Examples of online social media channels include but are not limited to Facebook, Twitter, Instagram, Google Plus, Snapchat, and YouTube.
3. **PROCEDURES**

3.1 **Recording**

3.1.1 The use of any recording device (e.g., film camera, digital camera, phone camera, digital recorder, sound recorder, etc.) is only permitted in animal use areas under the following conditions:

(a) When performed by government inspectors (e.g., USDA Veterinary Medical Officer-VMO).

(b) When performed by or on behalf of the IACUC during an inspection or post-approval monitoring visit for purposes of reporting animal care concerns to the IACUC.

(c) When performed by Laboratory Animal Program (LAP) veterinary staff and/or animal care staff when required to assist in clinical diagnosis of disease or illness.

(d) When performed by a Principal Investigator (PI) or his/her designee when required for scientific reasons (e.g., publications, scientific documentation, submission of a grant proposal).

(e) When performed by a PI or his/her designee for instructional purposes (e.g., for training members of the lab, collaborators, or for course work).

(f) When performed by a member of the media under escort by a PI (or designee).

3.1.2 Unauthorized electronic devices (e.g., tape or audio recorders, video recorders, cell phones, cameras) must be turned off in any animal use area (e.g., research and teaching areas). Release of information, photographs or recordings related to the Animal Care and Use Program at Purdue University without appropriate authorization is strictly prohibited.

3.1.3 Violation of this policy or any of its parts may be considered insubordination, including disobedience or failure to carry out assignments or instructions; and/or noncompliance with IACUC policy. IACUC acknowledges that it is difficult to control those who are taking pictures or video; however, Purdue personnel are encouraged to remind those doing these activities that they should not post pictures or video of Purdue-owned animals on their personal media sites.
3.2 Posting on Personal Social Media Sites

3.2.1 Regardless of the audience or distribution method, all recordings must be in accordance with the following stipulations:

(a) Photos, videos, or images of animals or cadavers owned or used by Purdue for purposes of teaching or research, or client-owned animals who are patients in the Veterinary Teaching Hospital, may not be put on personal social networks or web sites.

(b) Protect confidential information. In reference to Purdue University policy, do not post confidential, health, proprietary or protected information about students, employees, clients, patients, or other members of the Purdue University community. Personal contact information must be protected from others.

(c) Moderate comments and discussions. Because of the participatory nature of social media, it is extremely important that other user-generated content posted to the site is closely monitored. Watch for off-topic or abusive comments and promptly remove them. If possible, develop a comments policy and encourage respectful use.

(d) Protect Purdue’s Institutional Voice. If you identify yourself as a Purdue faculty, staff member, or student online, make a clear statement that the views expressed in your personal site are not those of the institution. When your page/group mentions Purdue, users who read your posts may perceive that you are representing the university, even if you state that the views are your own and do not represent your affiliation with the university. Therefore, do not post anything that you would not be comfortable saying in a public setting, at a conference, or to a member of the media. Posts should protect Purdue University’s institutional voice. Your page should always have its own identity and should not be misconstrued as representing Purdue University as a whole. Name your social media page or group accordingly.

(e) Posting images and video. Images online are easily appropriated by other users. Photos and videos must comply with PACUC’s Policy on Visitation, Photography, Videography, and Observations within Vertebrate Animal Facilities.
3.2.2 Other important considerations relative to standard Purdue University policies include;

(a) Do not post material that infringes on the rights of any third party, this includes intellectual property.

(b) Do not post material that is unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous, or hateful.

(c) Follow posting and social media standards outlined by Purdue University, including but not limited to, Policy VII.C.2, “University-Sponsored Social Media Outlets.”

3.3 Conditions for Media Use and Storage

3.3.1 Regardless of the audience or distribution method, all recordings must be in accordance with the following stipulations:

(a) Animals that have visible lesions or research alterations (e.g., implants, tumors, cannulas), or are noticeably sick cannot be photographed or video recorded without specific authorization or permission from the PACUC Administrator, the PACUC Chair/Vice Chair, and the Attending Veterinarian or designee.

(b) A request to publicly distribute materials must be approved by the PACUC Administrator or the PACUC Chair/Vice Chair who may consult with the full PACUC and/or Institutional Official. This includes requests from media outlets who interview faculty regarding their research and may want to include photographs or video.

(c) Animals are not to be used as props during an interview. There should be a specific reason an animal must be present during an interview.

3.3.2 Filming for general public or commercial presentations have additional stipulations and requirements:

(a) All procedures to be recorded or shown must be described in the approved Animal Use Protocol.

(b) No references to identifying information should be visible in the photograph/video, paying close attention to minimize photo and video capture of background and items (e.g., cage cards, names).
(c) Appropriate handling, restraint and research methods for the species must be used.

(d) Appropriate personal protective equipment (PPE) must be worn by all persons in the photograph/video, keeping species of animal and procedure demonstrated in mind.

(e) All attempts should be made to have animals in clean surroundings, clean cages, or clean pens with clean accessories. Water bottles and feeders should be full if visible in the photograph or recording.

(f) No references to identifying information should be visible in the photograph/video, paying close attention to minimize photo and video capture of background and items (e.g., cage cards, names).

(g) Appropriate handling, restraint and research methods for the species must be used.

(h) Appropriate personal protective equipment (PPE) must be worn by all persons in the photograph/video, keeping species of animal and procedure demonstrated in mind.

3.3.3 All attempts should be made to have animals in clean surroundings, clean cages, or clean pens with clean accessories. Water bottles and feeders should be full if visible in the photograph or recording. Media storage must occur, at a minimum in the following way to protect unauthorized use.

(a) Videos, photos, and audio recordings made by Purdue personnel (not applicable to outside media) must be stored securely in a locked cabinet or drawer; or behind a password protected, preferably encrypted, electronic storage device or computer.

(b) Additionally, if a personal electronic device was used to capture the image or sound(s) then the data should be transferred to a password protected computer and the image deleted from the personal device in case the personal device was lost or misplaced.

4. RESPONSIBILITIES

The IACUC Administrator, while reviewing a request for authorization by an individual
to make recordings, may consult the IACUC Chair/Vice Chair or Institutional Official when considering the health and well-being of the animals being recorded and when ensuring that the proposed justification for taking media recordings is appropriate and rational. The IACUC Administrator may also consult with Media Relations, particularly if print or broadcast journalists are involved with the request.

Individuals are responsible for:

- receiving appropriate permission or authorization, if needed, prior to taking photographs, audio or video recordings;
- ensuring that personal information (e.g., someone’s face or contact information) is not visible and if it is, that the individual has given permission to be so recorded;
- securely storing the videos, photos or audio recordings;
- Ensuring that any photographs, recordings or videos are not released where the content could be taken out of context or jeopardize Purdue University.

Principal Investigators must:

- ensure that the act of taking photographs, audio or video recordings accurately portrays what is described and approved in their Animal Use Protocol and that visual media capture as small a view as possible;
- review policies and guidelines for the use of research or teaching animals with personnel—including students in classes—and assuring that use of animals strictly adheres to these documents, including any media recordings.

5. **APPLICABLE REGULATIONS AND GUIDELINES**

This SOP applies to all persons who work in or visit Purdue animal care and use operations.

Animals located at the Animal Science Research and Education Center (ASREC), SIPAC, and Feldun are covered under a separate SOP written by the Department of Animal Sciences.

**REFERENCES TO OTHER APPLICABLE SOPs - None**